ROU Brief - 1/29/97

For: AVP/RSM/RBM/ROM/KAM/AM/AE/MC/PC/PRC/SC

FSC-22-A

CONTENTS

➧ ***ROU Detail***
- April CAMEL B2G2F Sales Sheets
- CAMEL SME Sales Sheets
- 1997 WINSTON Cup and CAMEL/Simulator Schedules
- CAMEL Menthol POS
- Red Kamel Dangler Item #524840
- CAMEL Cash Catalog/POS Kits "Tent Card"
- CAMEL Cash 9 Field Sales Catalog/POS Kit - Item #522812
- WINSTON "No Bull" Changeover Order Form
- 1996 Year-End Accruals - Update
- Master List Selection by Segment
- Contract Reference Screen

ROU DETAIL

➧ ***April CAMEL B2G2F Sales Sheets*** Already Sent out 1-30-97

One hundred (100) April CAMEL B2G2F and one hundred (100) April CAMEL Menthol B2G2F Sales Sheets will be shipped to each ROU the week of January 27, 1997. Please distribute as needed.

Program Contact: Dick Luongo, extension #6110

➧ ***CAMEL SME Sales Sheets*** Silver goes to 1622 & 1638 SR's
(All ROUs except 2310)

CAMEL SME Sales Sheet Packets will be shipped to all ROUs (except 2310) scheduled to arrive by February 14. Each packet contains 60 each of 4 separate versions (total of 240 sheets) that support Cup and Biker promotions/presence materials. Please distribute to the appropriate Sales personnel.

Program Contact: Floyd Cook, extension #3466

➧ ***1997 WINSTON Cup and CAMEL/Simulator Schedules***

In reference to FSC-225-A, the WINSTON Cup and CAMEL Simulator availability schedule is complete through April only. The completed schedule for the year will be communicated to you by mid-March.

Program Contact: Floyd Cook, extension #3466

51859 0984

Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0000

➡ ***CAMEL Menthol POS***

The following CAMEL Menthol POS pieces are now available on open order:

Item	Item #
Small CAMEL Menthol Starburst	510320
CAMEL Menthol Channel Strip	520670
CAMEL Menthol Display Strip	520721

Program Contact: Dick Luongo, extension #6110

➡ ***Red Kamel Dangler, Item #524840***
(Florida, Cincinnati, St. Louis, Houston, Boston, New York, Philadelphia, Dallas, N. California, S. California, Seattle, Denver, Chicago)

The Red Kamel Dangler, Item #524840, is currently on hold due to a printing error. Availability of this item will resume on February 13, 1997 utilizing the existing item number.

Program Contacts: Floyd Cook, extension #3466
Jeanne McKinny, extension #6971

➡ ***CAMEL Cash Catalog/POS Kits "Tent Card"***

The new CAMEL Cash 9 "Metro Active" Catalogs/POS Kits will arrive in 150,000 retail accounts the week of 2/3/97. Included in these shippers are catalogs and POS items (tent card, small paster, wobbler, double laminate card).

Due to production problems, a majority of the tent cards do not have twin-stick tape applied on the bottom. To correct this, Retail Reps should apply twin-stick tape to the bottom of the tent cards to secure them on location when they see these at retail.

In this competitive environment, in-store catalog placement and visibility of the Metro Active is critical to the continued success of CAMEL Cash and to achieve greater awareness and participation from competitive smokers.

Program Contacts: Dick Luongo, extension #6110
Jeanne McKinny, extension #6971

➡ ***CAMEL Cash 9 Field Sales Catalog/POS Kit - Item #522812***

The Camel Brand recently mailed Letter/Order Form with MetroActive Cash Catalog 9 samples to Field Sales; however, the Order Form had an incorrect item number for the Camel Cash 9 Field Sales Catalog/POS Replenishment Kit. The correct item number is **#522812**. The ROU should enter this item number when ordering these kits.

Program Contact: Jeanne McKinny, extension #6971

51859 0985

Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0000

➧ ***WINSTON "No Bull" Changeover Order Form***

In reference to FSC-7-A, the Southland Clock Transparency, Item #524951, which is located in the non-header signage - transparencies section of the order form (attachment to FSC-7-A) is available to Dallas Chain Division 2640 only. Requests outside of 2640 will not be processed. Additionally, the following items which are not on the form are available in the system for order:

Item #	Item Description
528353	Naked One-Sheet
526235	Red White Red One-Sheet

Please continue to follow the systems order entry time line (January 27- February 14) as specified.

Program Contact: Floyd Cook, extension #3466

➧ ***1996 Year-End Accruals - Update*** → Sarah & Eileen Please Note & Save For future Reference

As indicated in FSC-6-A, dated 1-8-97, periodic updates will be needed by Home Office Finance on when 1996 accrual payments were made and the final amount paid. Listed below is a first quarter schedule of when updates should be submitted on the Year-End Accrual Tracking Forms. Please note the 1996 Year-End Accrual Tracking Forms were for Discounting and Report V expenses and were sent as attachments to FSC-6-A.

Payments Made through:	Accrual Tracking Forms Due:
January 31, 1997	February 5, 1997
February 28, 1997	March 5, 1997
March 31, 1997	April 7, 1997

Please send the updated 1996 Year-End Accrual Forms (per FSC-6-A) to Kathryn Noxon in Home Office **BY E- MAIL** by the due date indicated. The forms will be forwarded to the appropriate Finance Manager for review.

Program Contact: Kathryn Noxon, extension #2559

➧ ***Master List Selection by Segment*** → Sarah As information

A new function has been added to the M01 Master List screen that allows selection of multiple segments at one time. To access the function, select M01 and enter your selection criteria along with 'X' selecting M21 Segments. A screen will be displayed that contains all valid retail, direct and indirect segments. 'X' select the requested segments to be included in the search and press ENTER. The M03 master list selection will contain only those accounts that meet the selected segment criteria. The current segment selection in the M01 screen will continue to be available for individual segment requests.

Program Contact: Chris Minner, extension #1642

51859 0986

Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0000

Contract Reference Screen

- Sarah As information if Reps are Looking For it will Be on their Lap TOPS

The Contract Reference Screen has been updated to reflect the 1997 merchandising contract information that has been made available. The following new information will be downloaded to the field during communication during the weekend of 1/31/97:

- All RJR 1997 Retail Contracts
- All Philip Morris 1997 Grid Changes Including the New Level 4 Rates/Requirements
- Lorillard Information - Pack and Carton Rates/Requirements
- BAT - No Changes
- Commonwealth Tobacco Company - Carton Outlet Grid and Requirements Only

Program Contact: Rich Pettorini, extension #1052

Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0000

To: Noonan, R, Myers, Keith, Ridge, Robert, Burrows, Robert, Westenberger, R, Jurgensen, Kurt T., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Plourde, R N., Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Laboda, R P., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Balmer, Robert W., Miller, D S., Whiting, James R., Imbriano, Michael A., Gonzalez, Lenin R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Manoyan, Alan R., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/30/97 13:43
Opened: 1/30/97 14:57
Subject: FWRD: FSC-22-A ROU Brief

forwarding the following - a copy will be sent to RR's in this week's mailing. any questions, please advise.

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-22-A ROU Brief
Posted: 01/30/97 15:24
Priority: Normal

[[FSC22A.DOC : 2567 in FSC22A.DOC]]

CC: Macleod, Stephen

51859 0988

Source: https://www.industrydocuments.ucsf.edu/docs/hpgn0000